

Razorfish Deploys UGC to Help Inspire Sports Fans Worldwide

Capturing The Spirit of Fans

Razorfish, an interactive marketing agency, worked with an automotive company who became a major FIFA World Cup sponsor. As part of the social strategy for the event, the client and agency team wanted to collect content from fans across the world who were cheering on their teams to victory. Razorfish wanted to share this content across the client's social channels and within the stadium experience. To do this, they needed an efficient, streamlined way to obtain and manage the content and the ability to export it out to create high-impact video mashups.

Razorfish sought the help of EnTribe in order to execute this global user-generated content campaign.

Collecting Fan Content to Build Assets

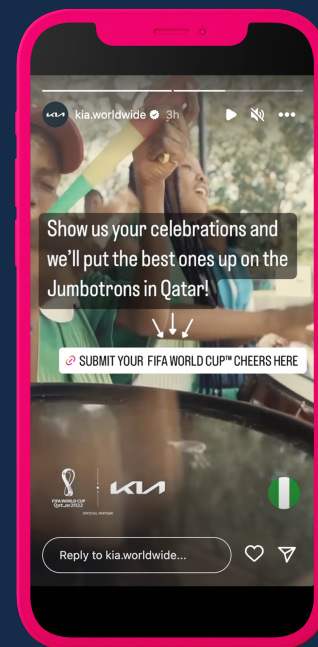
Razorfish outlined their criteria for the desired content and worked with EnTribe to manage the content acquisition, curating the best assets and ensuring it fit brand standards. Through calls to action posted on Instagram and Twitter, Fans across the globe were directed to a custom upload widget to share short clips of themselves enjoying the game and rooting for their team. Content tags and EnTribe's Media Hub were used to sort and distribute content, ensuring that the most relevant and high quality videos were accessible.

By partnering with EnTribe, Razorfish was able to build and organize a complete content library that fit brand standards, allowing fans from every corner of the globe to be celebrated at the big event and online.

Broadcasting Engaging Content For All to See

By the end of the FIFA World Cup, Razorfish collected approximately 120 uploads from fans, with 75% of those uploads being top rated. On behalf of its client, Razorfish was able to compile two videos highlighting several pieces of fan content to use on the stadium Jumbotrons and across social media, amassing thousands of views and interactions.

"We were tasked with celebrating fans—their chants, cheers, and emotion and the ways they inspire the players as much as the players inspire them. EnTribe allowed us to capture that excitement and those celebrations from fans all around the globe and seamlessly curate and manage content. This tool allowed us to focus on showcasing the best videos from a few lucky fans on the Jumbotron for the players and whole stadium to see." —Matt Heindl, Social Content and Engagement Strategist, Razorfish



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